MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BAE1024 – ADVANCED MANAGEMENT ENGLISH

(All sections / groups)

6 MARCH 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **NINE** pages.
2. Answer **ALL** questions in **Sections A, B** and **C**.
3. Write all your answers in the Answer Booklet provided.

SECTION A: NOVEL [20 MARKS]

Instructions: Answer the following questions based on the novel "The Monk who Sold his Ferrari".

Question I (10 marks)
Instructions: Answer the questions below.

i. In the novel, there are virtues and their designated symbols. State the virtues of the following symbols:
   a. The Gold Stopwatch
   b. The Sumo Wrestler
   c. The Path of Diamonds
   d. The Magnificient Garden (4 marks)

ii. Explain these two rituals which can be found from the "Ten Rituals for Radiant Living".
   a. Ritual of Physicality
   b. Ritual of Early Awakening (6 marks)

Question II (10 marks)
Instructions: Answer any **ONE** of these two questions.

1. Julian Mantle was a successful lawyer until tragedy struck him in the courtroom.

   i. Provide and elaborate **three** of Julian's negative characteristics that contributed to his downfall. (6 marks)

   ii. Provide and elaborate **two** of Julian's positive characteristics before he had his heart attack. (4 marks)

   (10 marks)

OR

2. The fourth symbol in the fable is the pink wire cable which signifies the power of self-control and discipline in building richer, happier and more enlightened life. The virtue represented by the pink wire cable is "Live with Discipline". State and explain **TWO** techniques suggested by this virtue.

   (10 marks)

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SECTION B: READING AND VOCABULARY (20 MARKS)

Read the following passage and answer the questions that follow.

Cashing in on Asia's Huge Appetite for Live Streaming

Welcome to the world of mobile live streaming in Asia, where video feeds provide a window into a world you are probably not very interested in. However, it is a big business. Companies are chasing to cash in on the hundreds of millions of young people who socialise by documenting their lives via smartphone. Asia is particularly **lucrative** thanks to its huge youth population, who outspend the rest of the world on in-app purchases. Last year, China's live streaming market alone was said to be worth around $5 billion.

Kenneth Tan, Chief Executive of BeLive, a Singapore streaming site launched this year, says performing **mundane** tasks for an online audience is the way young users connect. "It's like someone being with you while you do something," he says of the 150,000 or so users on the platform, "It's chilling and hanging out." While the nature of content streamed varies, sites like BeLive and its bigger rival Bigo Live with about 150 million mostly Asian users, appear dominated by young people broadcasting their day.

Not all the streams are mundane. Both BeLive and Bigo Live, along with many other platforms in Asia, are well-served by musicians, entertainers and lifestyle bloggers. Among them is Jason Lee Byung Jun, a 21-year old classical music student from Singapore. One of BeLive's more popular streamers, Mr Jun, has evolved from singing covers to hosting a weekly music show, Busking Robin, featuring local artists on his stream.

Specialised streaming platforms in Asia aim to set themselves apart from YouTube-style channels by adding interactive features like live-calling and virtual spending to feed the need for instant connection. "Most YouTube viewers don't get a chance to meet the stars, or interact with them. We're 24/7, showing all these viewers what life is like on screen and also behind the scenes," says BeLive streamer, Mr Jun.

There are several reasons live streaming in Asia, in China specifically, has taken off. Firstly, most of the world's youth live in the region. According to the United Nations, around 717 million people aged 15 to 24 live in the Asia Pacific or 60 per cent of the world's adolescents. Asia is also home to more than half the world's mobile users who are mostly in China and India, says mobile trade group GSMA. They also spend more.

Mobile analytics consultancy, Appsflyer, found that in 2016, the average global users spent $0.50 per app that provided purchasing options. By region, Asian users spent the most, at $0.70. Europeans spent a mere $0.26. That tendency to spend underpins one part of the way streaming platforms monetise, allowing viewers to pay for virtual tokens that are used as currency on the platform. Viewers send these virtual gifts to a streamer who, once the platform takes a cut, can cash them in.

Still, for Singapore's BeLive, the level of virtual spending remains pretty low. Chief Executive Mr Tan explains that over a 90-day period, most users spend $4. On the other hand, China which according to tech research consultancy IDC,

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has a live streaming base of around 300 million. The industry is more professional and top streamers can draw a wage from the pastime. Some who are seeking to grow their audience and bank balance may look to sign up to a talent agency like VS Media, which represents around 1,000 mostly Chinese content creators.

The firm gives streamers, who mostly broadcast lifestyle content, access to production facilities and an in-house studio, resulting in a slicker product than other raw streaming apps. The firm sets up revenue sharing arrangements with platforms like YouTube or China's Tencent. In the case of YouTube, it pays 55 per cent of revenues earned to VS Media, and of that amount between 50 per cent and 90 per cent is paid to the content creator.

Chief executive Ivy Wong says it **monetises** streams in other ways – like producing branded content, or through product placement - to extract more dollars out of its stable of talent.

Still, while many streaming platforms have cropped up in China, some start-ups have struggled to find an audience. American gaming entrepreneur Jared Psigoda, who has worked in China for the past decade, set up his streaming service Livestar in 2016. He says a rush of new mobile services hit the scene in the past few years, but many without an established audience base **faltered**, weighed down by the need to pour huge funds into advertising to attract users.

The successful ventures have been those linked to established social media platforms like Weibo and MoMo, which made around $300m in revenues from live video alone, according to its latest quarterly results. Singapore's Bigo Live is backed by social media giant YY and expects $300m annual revenues this year.

"It's pretty hard to make money," says Mr Psigoda, who also runs Chinese-listed firm R2Games. "It's more difficult than I thought it would be in the beginning". In a **bid** to compete, he has added new features to the Livestar platform including a Facebook-style news feed to share pictures, and group chats. Despite the challenges, he is excited about the potential and plans to stick with live streaming.

"It's fascinating, a lot of people are meeting through the app and taking those relationships offline. We've had people get engaged through our app," the 31-year old says. "Live streaming is an amazing way for people to connect," he adds.

Adapted from Harrison, V. (2017). Cashing in on Asia's huge appetite for live streaming. Retrieved from http://www.bbc.com/news/business-42007408

Question I: Contextual Clues (5 marks)

Based on the passage, choose a word or phrase that best expresses each of the following words.

1. lucrative (line 5)
   A. gainful
   B. profitable
   C. productive
   D. advantageous

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2. mundane (line 9)
   A. dreary
   B. exotic
   C. routine
   D. tedious

3. monetises (line 53)
   A. legalises
   B. produces
   C. prints money
   D. converts into cash

4. faltered (line 60)
   A. failed
   B. endured
   C. hesitated
   D. continued

5. bid (line 68)
   A. offer
   B. effort
   C. attempt
   D. proposal

Question II: True or False Statement (5 marks)
Read the following statements and write **T** if the statement is true and write **F** if the statement is false.

1. According to the author, everybody is following and watching mobile live videos that offer a glimpse of streamers everyday's live to its users.

2. Live streaming platforms have eloved from showing daily tasks to showcasing streamers talent and lifestyle.

3. Appsflyer states that virtual tokens and gifts are the equivalent of cryptocurrency.

4. Succesful live streaming platforms are platforms that not only focus on interesting and entertaining live streaming but also backed up by established social media.

5. Mr Psigoda wholeheartedly believes that all live streaming platforms can become successful relationship platforms as they allow users to connect and meet potential spouses.

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Question III: Comprehension (10 marks)
Answer the following questions.

1. How do live streamers connect and engage their viewers?
   A. They connect and engage viewers by posting their thoughts and pictures daily to viewers.
   B. They connect and engage viewers by planning stories, turning it into series of short recording.
   C. They connect and engage viewers by keeping their viewers entertain with their endless chatting and antics.
   D. They connect and engage viewers by carrying out everyday tasks and broadcasting it live to viewers all the time.

2. Why are BeLive and Bigo Live different from the common YouTube channel?
   I. BeLive and Bigo Live have more followers compared to YouTube.
   II. BeLive and Bigo Live are popular among teenagers compared to YouTube.
   III. BeLive and Bigo Live offer their viewers 24/7 connection with streamers compared to YouTube.
   IV. BeLive and Bigo Live have additional interactive features of live-calling and virtual spending compared to YouTube.

   A. I and II
   B. I and IV
   C. II and III
   D. III and IV

3. Live streamings are successful and becoming popular in Asia because _____.
   I. more than half of the world's young adults stay in Asia
   II. more than half of the world's mobile users reside in China and India
   III. China's and India's young adults prefer to socialise via live streaming
   IV. China's and India's young adults' purchasing power is higher than any other countries

   A. I, II and III only
   B. I, II and IV only
   C. I, III and IV only
   D. II, III and IV only

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4. What is the author's view on the future of live streaming?
   A. The author believes that live streaming platforms will lose their audience-based and falter.
   B. The author believes that live streaming platforms will be popular not only in Asia but the world.
   C. The author believes that despite all the challenges, live streaming platforms will continue to make its mark in Asia especially.
   D. The author believes that sooner or later live streaming platforms will not be able to keep up with the pace and cease operation.

5. How do streamers from China make money through content broadcasting to the audience?

(3 marks)

6. Based on the article, what are the factors behind the failure of some streaming platforms' inability to generate huge number of audience?

(3 marks)

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SECTION C: GRAMMAR [20 MARKS]

Question I Error Identification (10 marks)

Instructions: For questions 1 to 10, identify the underlined options that are **INCORRECT**. Choose the option that contains an error concerning the following aspects: run-ons, sentence fragments, parallelism or faulty modifiers.

1. It is clear that the growing prominence of shopping holidays (A) is a trend worth (B) noting for retailers because (C) that is when consumers who hope to stay top-of-mind (D) are most willing to spend.

2. Stocks regained much of that ground as (A) the day wore on the (B) slump reflected uncertainty among investors over where to put their money (C) when the world's second-largest economy is in a slide (D).

3. Last week, McDonald's reported a 10 per cent decline (A) in quarterly sales and earnings per share. While that good (B) enough to beat Wall Street's meagre expectations, (C) McDonald's CEO called the results "disappointing" (D).

4. At the office, a belief that overweight people (A) are less competent leaves many (B) out in the cold when (C) it comes to getting hired or promotion (D).

5. When a company buys out another company, it (A) expects that the newly generated shareholder value will be higher. Compared to (B) the value of the sum (C) of the shares of the two separate companies (D).

6. Leadership style varies from one leader to another (A). It is the manner and approach (B) of providing direction, plans implementation (C), and motivating people. In a way, it (D) determines the success of a company.

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7. Uber has fought rivals and regulators as (A) it has transformed from a black car service (B) into a sprawling logistics company gunning down for a future of self-driving cars it (C) has confronted threats from the taxi industry and even its own drivers. (D)

8. Employability is about much more than (A) just getting your first job it (B) is about having a positive self image and presenting (C) yourself successfully, both (D) as a new graduate and throughout your life.

9. During tough economic times, (A) the interest in buying and operating franchises (B) tends to rise as can (C) seem simpler and easier to start with someone else's proven concept. (D)

10. These free (A) digital tools can improve efficiency by (B) helping your team perform (C) a variety of functions such as filing expense reports and logos designing. (D)

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Question II Error Analysis (10 marks)

Instructions: The following extract contains 11 errors in sentence fragments, run-ons, parallelisms and faulty modifiers. Identify 10 errors and correct them as shown in the example. The first error is stated as the example.

EXAMPLE:

No	Line	Error	Correction
0	**2**	**... driven. Robots ...**	**... driven, robots ...**

Will a Robot Take Over Your Job?

1 A new report has warned that as our world becomes more and more technology-driven. Robots could replace workers in a huge number of jobs. A new report by a management consultancy firm, McKinsey, has looked at which jobs could be lost to automation it assesses the number and type of jobs that could be lost to automation over the next 13 years. The report by machines claims that as many as 800 million workers could be replaced.

2 According to the report, the results reveal potential shifts in occupations with important implications for workforce skills and wages in the years ahead. Their key finding shows while there may be enough work to maintain full employment to 2030 under most scenarios. The transitions will be very challenging which include matching or even exceeding the scale of shifts out of agriculture and manufacturing we have seen in the past.

3 The report suggests that about 60 per cent of jobs could be automated. As estimated, between 400 million and 800 million individuals could be displaced by automation. Need to find new jobs by 2030. While the report suggests that new jobs will be available for the displaced individuals. 75 million to 375 million may need to switch occupational categories and learn new skills.

4 The report indicates that workers in China are likely to be most affected. In absolute terms, 100 million workers in China will need to switch occupations if automation is adopted rapidly. That is 12 per cent of the 2030 almost workforce. While that may seem like a large number, it is relatively small compared with the tens of millions of Chinese who have moved out of agriculture in the past 25 years. The countries that will be facing the biggest change are the United States, Germany and Japan. The share of the workforce that may need to learn new skills and finding work in new occupations is much higher: up to one-third of the 2030 workforce in the United States and Germany, and nearly half in Japan. In terms of jobs, the report foresees that physical jobs including machine-operators and workers at fast-food in predictable environments are the most likely to be replaced by robots.

5 Conversely, the report mentions that jobs in unpredictable environments are least at risk occupations such as gardeners, plumbers, or child and eldercare providers will also generally see less automation by 2030. It is because they technically difficult to automate and often command relatively lower wages, which makes automation a less attractive business proposition.

Adapted from Best, S. (2017, 29 November). Will a robot take over your job? *The Daily Mail.* Retrieved from: http://www.dailymail.co.uk/sciencetech/article-5128709/800-MILLION-workers-replaced-robots-2030.html#ixzz54oIjspAr

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